

I'm not just some NO-NAME.  
I'm as GOOD as brand-name  
drugs.

And I can save you MONEY!

Sure, I may not have a fancy name  
like brand-name drugs. But I've  
been proven to be as effective and  
safe as they are. I can save you lots  
of money too, depending on the  
brand-name medicine you may be  
currently taking.

According to the Mayo Clinic,  
generics cost 30%-80%  
less than brand-name drugs.<sup>1</sup>



### People say really nice things about me

The Consumer Reports Health editors and medical advisors say, "Generics are every bit as pure, potent, and safe as brands."<sup>2</sup> The Mayo Clinic says, "Generic drugs are equivalent in safety and effectiveness to their brand-name counterparts..."<sup>3</sup> And the former director of the Office of Generic Drugs at the Food and Drug Administration (FDA) said, "People can use (generics) with total confidence."<sup>4</sup>

### Yet some people still don't know what to think of me

They may worry that I'm not the same as brand-name drugs because I cost less. Or I may not be as effective or safe.

Well, let me tell you a few things about me to set the record straight.

### I look DIFFERENT, but I'm made with the same active ingredients

All generics, by law, must have the same active ingredients as their brand-named equivalents. So, I work the same way in your body as brand-name drugs. Our only differences are the colors, flavors and certain other inactive ingredients.

### The FDA puts me through the wringer for effectiveness and SAFETY

The FDA regulates generic drugs just as it does brand-name drugs to ensure generics offer the same level of quality, strength, effectiveness, and purity as the brand-name versions.

So the FDA puts me through a rigorous review process to make sure that I perform the same way brand-name drugs do. And perform safely, too.

### I cost less than brand-name drugs for good reason

Brand-name drug makers spend a lot of money on research, development, advertising and promotion to create and sell their drugs. These are expenses that generics do not have to worry about...and neither should you.

Pay for the medicine, not the Name  
As you can see when you compare the prices of some of the most-prescribed brand-name drugs versus generics, I can definitely save you money!

BRAND-NAME		GENERIC	
AMBIEN (insomnia)	\$159	Zolpidem	\$55
LAMICTAL (seizures)	\$348	Lamotrigine	\$129
PROZAC (depression)	\$280	Fluoxetine	\$41
VICODIN (pain)	\$123	Hydrocodone & Acetaminophen	\$18
XANAX (anxiety)	\$133	Alprazolam	\$23

*Based on January 2009 – December 2009 Premera prescription claims data.*

*The table above reflects average costs for a 30-day supply. The table is for illustrative purposes only and may not represent actual member cost shares.*

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### Since I cost less, you save money by buying generic

This is the case whether you fill a one-time prescription or are taking a brand-name drug for an ongoing condition like high cholesterol or high blood pressure. You can save money with a lower copay, depending on your health plan. Or, if your health plan does not cover certain prescriptions, you can save on the price difference between the brand-name drug and the generic.

The average Premera member can save up to **\$192 a year** by using a generic drug instead of a brand-name drug.

That's a lot of money to keep in your pocket!



### Talk with your doctor about me if you want a less expensive drug

Your doctor is your best source of information when it comes to your medicine and how to save money on prescription drugs. And there's no better time to speak with him or her about a prescription than when your doctor is writing one for you.

If your prescription is for a brand-name drug, ask your doctor if there is a generic version available that you can use. There's at least one generic available in most drug classes. So chances are, you'll be able to make the switch!



For more about **GENERICS** go to:

[premera.com/generics](http://premera.com/generics)



<sup>1</sup> "How to cut your medical costs: Do's and don'ts." Mayo Clinic staff. [mayoclinic.com/health/medical-costs/MY00733](http://mayoclinic.com/health/medical-costs/MY00733)

<sup>2</sup> "Shopper's Guide to Prescription Drugs: Generic Drugs." Consumers Union. [consumerreports.org/health/best-buy-drugs/index.htm](http://consumerreports.org/health/best-buy-drugs/index.htm)

<sup>3</sup> "How to cut your medical costs: Do's and don'ts." Mayo Clinic staff. [mayoclinic.com/health/medical-costs/MY00733](http://mayoclinic.com/health/medical-costs/MY00733)

<sup>4</sup> "Generic Drugs: What Everyone Should Know." The U.S. Food and Drug Administration. [fda.gov/Drugs/EmergencyPreparedness/BioterrorismDrugPreparedness/ucm134154.htm](http://fda.gov/Drugs/EmergencyPreparedness/BioterrorismDrugPreparedness/ucm134154.htm)